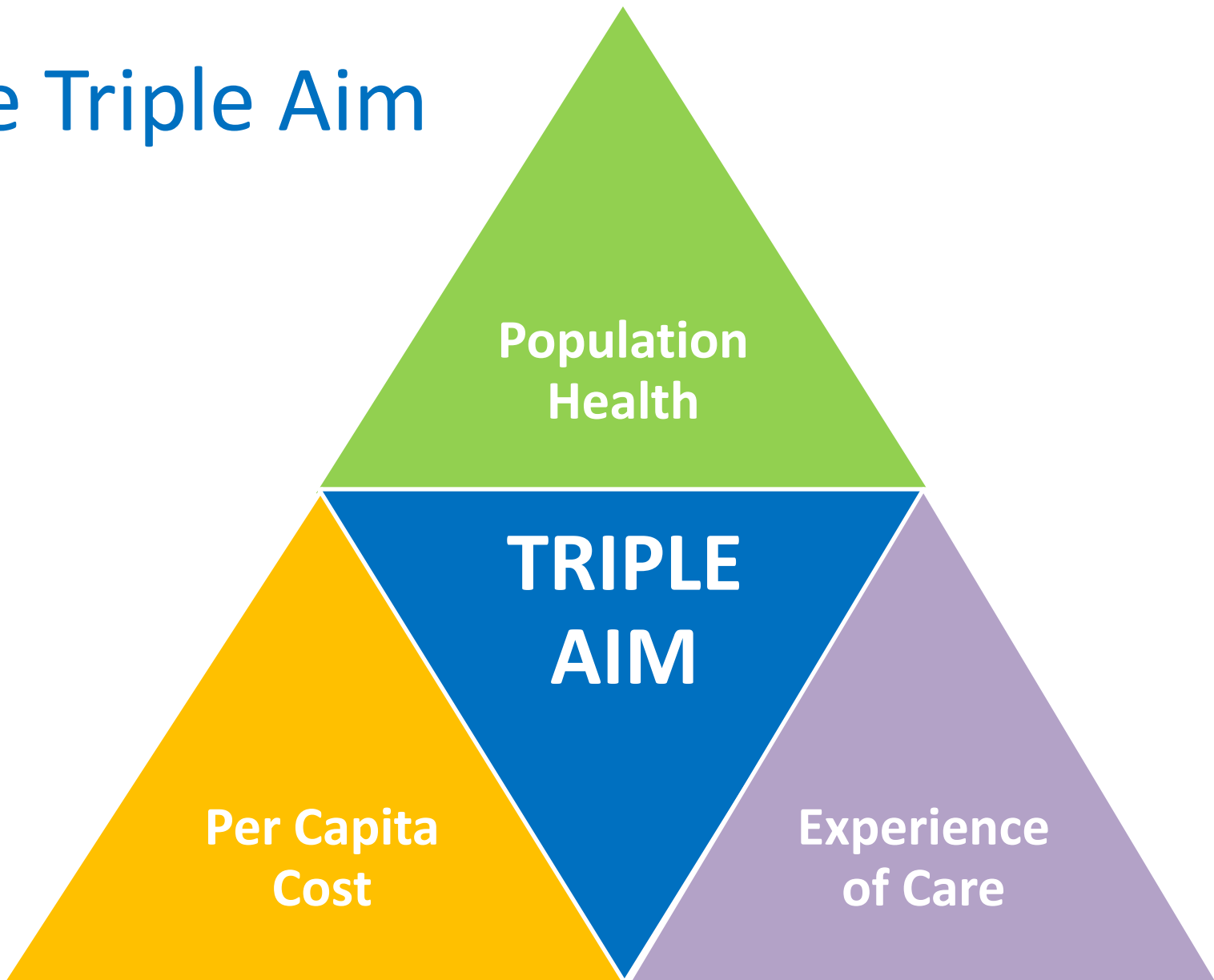


Principles for Effective Patient Engagement

Megan A. Housley, MBA

Business Development Director
Kentucky Regional Extension Center

The Triple Aim



Patient Engagement

Patient Engagement is the Holy Grail

What **Makes**
Us Healthy



What We **Spend**
On Being Healthy



HIMSS 14

Source: Bipartisan Policy Center,
"F" as in Fat: How Obesity Threatens
America's Future (TFAH/RWJF, Aug.
2013)

What Is Patient Engagement?

“Patient Engagement is simply involving patients in their own care. Many believe that empowering patients to actively process information, decide how that information fits into their lives, and act on those decisions is a key driver to improving care and reducing costs.”

Patient As Dance Partner

“Doctors like to think they’re Fred Astaire, moving the patient smoothly through the care process...but don’t forget that Ginger Rogers did everything backwards and in high heels. It’s not so smooth for the patient.”

— Russell Kohl, MD



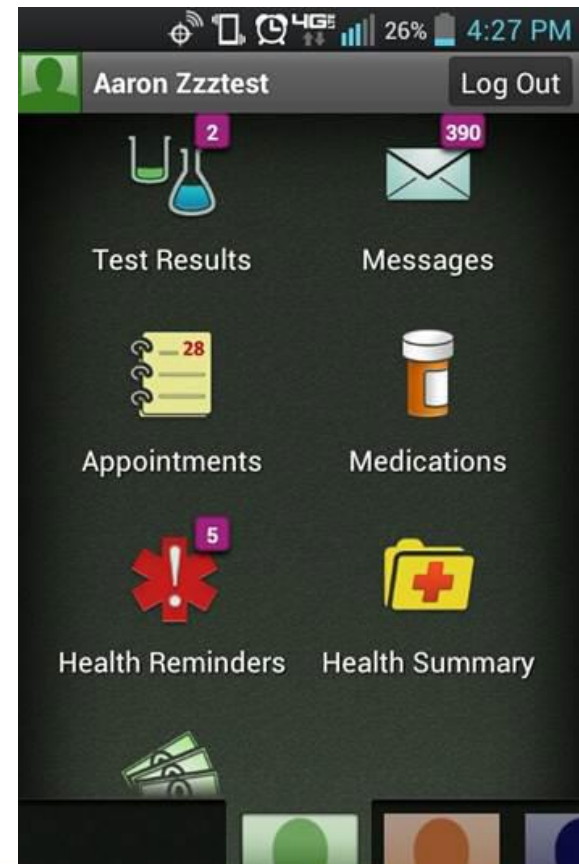
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Patient Communication Tools

- Patient Portal
- Text Messaging
- Social Media
- Videos
- Automated Outreach
- Telehealth/eConsults
- Remote Patient Monitoring
- mHealth Devices (i.e. wellness apps, wearable monitors)



Patient Portal = Most Logical Step To Tackle Pt Outreach and Accessibility



MU 2: Patient Engagement

- Requirements for Patient Action:
 - More than 5% of patients who are discharged from a hospital or seen by an EP must access their health information online (View, Download, Transmit)
 - More than 5% of patients must send secure messages to their EP



Patient Portal Benefits

- Enhanced Communication
- Shared Information
- Empowered/Proactive Patients
- Workflow Efficiencies
- Enhanced Access
- Improved Patient & Provider Satisfaction
- Enhanced Care Delivery



Patient Portal Tools

- Patient Education Materials
- Online Bill Pay
- Appointment Scheduling
- Check-In
- Prescription Refill Requests
- Medical Records Access
- Live Chat
- eVisits



If You Build It, Will They Come?

- 90% of patients report wanting access to their health information online (Accenture, 2012)
- In reality, getting patients to actually adopt and use meaningfully takes planning and work



Tips For Patient Portal Success

- Achieve Staff Buy-In Early
- First Impressions Count
- Sell It
- Make Enrollment Fun and Easy
- Engage Physicians in Enrollment
- Choose Technology for Long-Term Positions
- Tap Vendor Resources
- Consider Mobile, Digital Strategy



Family Medicine Clinic of Danville



Connect with Kentucky REC!

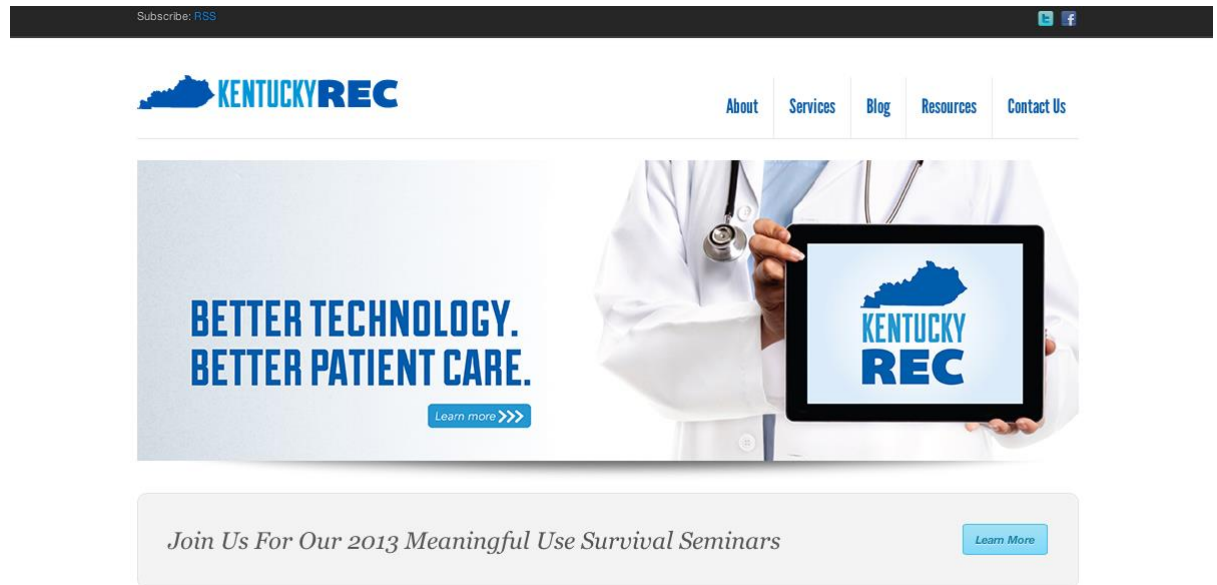
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QUESTIONS?

